

City of Loma Linda Official Report

Floyd Petersen, Mayor
Karen Hansberger, Mayor pro tempore
Robert Christman, Councilmember
Stan Brauer, Councilmember
Robert Ziprick, Councilmember

COUNCIL AGENDA: July 22, 2003
TO: City Council
VIA: Dennis R. Hallaway, City Manager
SUBJECT: Chamber of Commerce Quarterly Report and request for
disbursement of funds pursuant to agreement with the City

RECOMMENDATION

It is recommended that the City Council receive the Quarterly Report for filing and authorize disbursement of funds.

**REQUEST FOR QUARTERLY FUNDING
WITH ATTENDING SUPPORT DOCUMENTS
TO
LOMA LINDA CITY COUNCIL
LOMA LINDA REDEVELOPMENT AGENCY**

July 22, 2003

C O N T E N T S

- * President's Letter of Request for Quarterly Payment
- * Roster of Directors 2003
- * Staff Activity Reports (April/May/June 2003)
- * Financial Report Through June 30, 2003
- * Membership Update Material (April/May/June 2003)
- * Loma Linda Report May/June 2003 Issue
- * 2003 Loma Linda Official Street Map
- * Path of History: Self-Guided Driving Tour Map

2003 CHAMBER
BOARD OF DIRECTORS

Jeanne Minnerly, President
The Copeland Group

Phil Jolley, President-elect
Golden Opportunities

Phil Carlisle, Secretary
Loma Linda Market & Nutrition Center

John Ruffcorn, Treasurer
Retired, University Church
of Seventh-day Adventists

Manuel Aranda, Jr.
SBV Water Conservation District

Elsie Chan
Spectrotape Corporation

Sandy Chapman

Jean Chiuminatta
State Farm Insurance

Kathy Dexter
Design by Dexter

Tod Dunfield
Linda Valley Villa & Care Center

Rose Estupinan
Heritage Gardens

Robert Frost
Loma Linda University Foundation

Dr. David B. Hinshaw, Jr.
Loma Linda University Medical Center

L. Roo McKenzie
Loma Linda Academy

Maria Petrie
Bank of America

Dick Schaefer
Loma Linda University

Dean Stordahl
VA Loma Linda Healthcare System

Mel Upp
Inland Printing

Honorary Board Member
Dr. Gayle Rhoads

DIRECTORS EMERITUS

Dr. David Bieber
Retired, Past President
Loma Linda University

Elmer Digneo
Retired, Past Head Principal
Loma Linda Academy

Norman Meyer
Retired, Former Vice-President
Loma Linda Community Hospital &
Loma Linda University Medical Center

Lillian Miller
University Realty

Willard Stewart
United Property Management

LOMA LINDA

CHAMBER OF COMMERCE

2003 Officers and Board of Directors (Effective June 30, 2003)

President: Jeanne Minnerly
Secretary: Phil Carlisle

Vice-President/President-Elect: Phil Jolley
Treasurer: John Ruffcorn

Manuel Aranda, Jr. 12/31/05
SBV Water Conservation Dist.
P.O. Box 1839
Redlands, CA 92373
793-2503

Elsie Chan 12/31/03
Vice President
Spectrotape Corporation
345 W. Valley Blvd.
Colton, CA 92324
825-6744

Kathy Dexter 12/31/04
Design by Dexter
964 Creek View Lane
Redlands, CA 92373
307-2221

Rose Estupinan 12/31/05
Heritage Gardens
25271 Barton Rd.
Loma Linda, CA 92354
796-0216

Phil Jolley 12/31/04
President-Elect
Golden Opportunities
25884-D Business Center Dr.
Redlands, CA 92374
799-5181

Norman Meyer Emeritus
25762 Sunrise Way
Loma Linda, CA 92354
799-0777

Dick Schaefer 12/31/03
The Heritage Room
Loma Linda University
Loma Linda, CA 92350
558-1000
David Bieber Emeritus
11560 Hillcrest
Loma Linda, CA 92354
796-4521

Mel Upp 12/31/04
Inland Printing
614 Oak St., San Bernardino, CA
92410
888-5225

Sandy Chapman 12/31/03
1221 Kings Way
Redlands, CA 92373
798-6251

Elmer Digneo Emeritus
10613 Ohio St., P.O. Box 1333
Loma Linda, CA 92354
796-0465

Robert Frost 12/31/05
LLU Foundation
Loma Linda University
Loma Linda, CA 92350
558-4534

Peg Karsick
LL Chamber of Commerce
25541 Barton Road, Ste. 4
Loma Linda, CA 92354
799-2828

Lillian Miller Emeritus
University Realty, Inc.
11156 Anderson, P. O. Box 788
Loma Linda, CA 92354
796-0156

Willard Stewart Emeritus
United Property Management
10535 Anderson St.
Loma Linda, CA 92354
796-2897
Phil Carlisle 12/31/03
Secretary
LL Market
11161 Anderson St.
Loma Linda, CA 92354
824-4565

Jean Chiuminatta 12/31/05
Vice President
State Farm
P.O. Box 276
Sky Forest, CA 92385
336-7233
David Hinshaw, Jr. 12/31/05
LLU Medical Center
11234 Anderson St.
Loma Linda, CA 92354
558-4013

L. Roo McKenzie 12/31/05
LL Academy
10656 Anderson St.
Loma Linda, CA 92354
796-0161 x3301

Jeanne Minnerly 12/31/03
President
The Copeland Group
25809 Business Ctr Dr., #F
Redlands, CA 92374
799-8565

John Ruffcorn 12/31/04
Treasurer
23187 Glendora Dr.
Grand Terrace, CA 92313
824-2986

Dean Stordahl 12/31/03
VA Loma Linda Healthcare Sys.
11201 Benton St.
Loma Linda, CA 92354
422-3002

Taking Care of Our Businesses

LOMA LINDA

CHAMBER OF COMMERCE

2003 CHAMBER BOARD OF DIRECTORS

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SBV Water Conservation District

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Spectrotype Corporation

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Loma Linda Community Hospital &
Loma Linda University Medical Center

Lillian Miller
University Realty

Willard Stewart
United Property Management

July 16, 2003

The Honorable Floyd Petersen, Mayor
Members of the City Council
Members of the Redevelopment Agency
Dennis Halloway, City Manager
City of Loma Linda
Loma Linda, California 92354

Re: Quarterly Report of the Loma Linda Chamber of Commerce

Dear Mayor Petersen,
Council Members, and
Redevelopment Agency Members:

On behalf of the Loma Linda Chamber of Commerce, I am submitting the following report under the terms of the Promotional Agreements between the City of Loma Linda/Redevelopment Agency and the Chamber of Commerce. It is our understanding that although the agreements with these two bodies will continue as before, total funding will come from the Redevelopment Agency.

Please consider this the Chamber's official request for funds in the amount of \$12,000.00 to be released July 22, 2003, from the Redevelopment Agency, pursuant to the Chamber's ongoing promotional agreements. This payment represents compensation for completion of work during June, July, and August 2003.

Since our last report, the Chamber has increased its responsibilities and activities, some new and others ongoing:

1. We continue to serve the general public and the business community, with total response to requests and inquiries and general communications (excluding newsletter) at 5,176 for the months of April, May, and June. Detailed reports are attached.
2. We sponsored a luncheon seminar featuring economist John Husing on May 22nd to provide an update on Inland Empire Economic projections.

Taking Care of Our Businesses

Mayor Petersen, Council Members, and
Redevelopment Agency Members
July 16, 2003

3. We held our 11th Annual Business Showcase on April 24th at the Campus Plaza.
4. The May/June issue of the Chamber's *Loma Linda Report* incorporating City news was published and distributed to all households and businesses in Loma Linda. Circulation is 10,000. We are enclosing here a copy of this issue.
5. We held our 15th Annual Scramble Golf Classic at Palm Meadows on June 11th, with the highest number of participants in the history of the tournament.
6. We completed the official City of Loma Linda map, now available through the Chamber and City offices. A copy is attached.
7. We continue to develop materials for visitor services to promote Loma Linda businesses and the City to visitors and daytime population. Our City driving tour map is now available through the Chamber and City offices. A copy is attached. The brochure production was a cooperative project through the Chamber, City, and Loma Linda University, and is based on a route mapped by Elmer Digneo.
8. Our membership now stands at 208.
9. We are continuing site visits to area businesses (members and non members).
10. The Chamber continues participation in community affairs in general. More specifically, the Chamber participated (attending, providing manpower, soliciting funds and/or prizes, giving public support, etc.) in the following:

We attended and participated in the plaque unveiling for Senior Center donors on May 18th.

We are currently coordinating and/or attending the following:

- * Cold Stone Creamery Grand Opening/Ribbon Cutting July 22nd.
 - * Christian Martial Arts Academy Grand Opening/Ribbon Cutting July 31st.
11. Regular meetings include Executive Committee, Board of Directors, Breakfast Network, Membership, and Chamber Ambassadors. Other committees meet on an as needed basis.
 12. The Breakfast Network continues to meet every Wednesday at 7:30 a.m. for programs and networking. Attendance averages about 25-30.

Mayor Petersen, Council Members, and
Redevelopment Agency Members
July 16, 2003

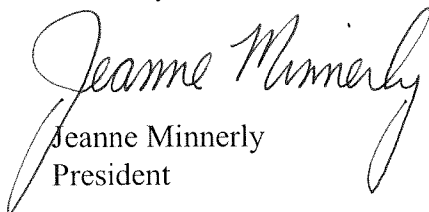
The following Chamber-sponsored activities and projects are in the planning stages through the next quarter:

- Coordination of 2003 Business Directory and Resource Guide scheduled for summer completion and distribution.
- Continued refinement and execution of 2003 Program of Work with emphasis on business support; transition planning for 2004 Board.
- Continued refinement and updating of our Chamber's website.
- Nominating Committee activity for new Board members.
- Ongoing marketing campaign to increase Chamber revenue stream through expansion of membership base and advertising base.
- Ongoing site visits to businesses to gather input for the Chamber and City as we work toward a continuing "business friendly" environment.
- Coordination and planning for Annual Community Parade, to be held October 19th.
- Coordination and planning for "Summer Celebration" New Member Welcome Luncheon on August 21st.

Our office continues to serve the public and coordinate the activities of the Chamber under the direction of Chief Executive Officer, Peg Karsick, with the support of her Executive Assistant, Darla Stern and office volunteers. We invite you to stop by our office soon. They welcome your inquiries and input as we all work together for Loma Linda's benefit. Detailed staff reports are attached for your information.

As Chamber President for the year 2003, I look forward to working with the City Council and staff under our contractual agreements to promote the City of Loma Linda. Our Officers, Directors and our staff will continue to work closely with the City's departments to encourage and support a positive business climate, to foster total community involvement in our Chamber of Commerce, and to promote Loma Linda as a city that is business friendly. We are pleased that our recent joint effort to resolve signage issues was a success. Please feel free to call on us to assist through mobilizing our business and community resources as other concerns arise.

Sincerely,



Jeanne Minnerly
President

JM/ds

Attachments

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

June 2003

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	11
Faxes	12
E-Mails	12
Web Site Hits (Phil Jolley)	1017
Information Inquiries by Telephone and Walk-Ins:	222
Invoices:	67
Other:	0

Membership:	
Renewal Acknowledgements	8
New Member Acknowledgements	3
Member Solicitation	0

Total Membership & Business Correspondence: 1352

Golf Tournament Thank You Letters 74

TOTAL CORRESPONDENCE AND INQUIRIES: 1,426

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members.

Responded to inquiries from the public.

Handled routine office business.

Worked July/August Newsletter

PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY

Regular Meetings Held/Attended:

June 4th, 18th, 25th : Breakfast Network

June 19th: Executive Committee Meeting

June 19th: Board of Directors Meeting

June 3rd: Ambassador Corps

June 26th: Golf Wrap-Up Meeting

Meeting notices to Board and Committee Members: 58

MISCELLANEOUS ACTIVITIES

- Received final City Driving Tour brochures.
- Received City Map supply.
- Continued ongoing Golf Tournament preparation and execution of tournament on June 11th.
- Interviewed candidates for Executive Assistant; hired Darla Stern through Apple One Agency.
- Met with Cold Stone Creamery owner to plan July 22nd Grand Opening/Ribbon Cutting.
- Met with LLU Foundation personnel to discuss marketing plans.
- Met with Christian Martial Arts Academy owner to plan July 31st Grand Opening/Ribbon Cutting.

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

May 2003

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	11
Faxes	81
E-Mails	4
Web Site Hits (Phil Jolley)	904
Information Inquiries by Telephone and Walk-Ins:	153
Invoices:	48
Other:	0

Membership:

Renewal Acknowledgements	19
New Member Acknowledgements	3
Member Solicitation	0

Total Membership & Business Correspondence: 1,223

John Husing Lunch Invitation	300
May/June Newsletter	8,980

TOTAL CORRESPONDENCE AND INQUIRIES: 10,503

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members.

Responded to inquiries from the public.

Handled routine office business.

Distributed May/June Newsletter

PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY

Regular Meetings Held/Attended:

May 7th, 14th, 21st, 28th : Breakfast Network

May 8th: Executive Committee Meeting

May 8th: Board of Directors Meeting

May 7th: Ambassador Corps

May 8th, 11th, 22nd, 29th: Golf Meeting

Meeting notices to Board and Committee Members: 47

MISCELLANEOUS ACTIVITIES

- Completed City Driving Tour brochure.
- Gave presentation to LLU Marketing class regarding marketing for health professionals.
- Interviewed candidates for Administrative Assistant's position.
- Completed City Map project.
- Attended and participated in plaque unveiling for Senior Center donors (May 18th).
- Gave Chamber overview for Academy 3rd grade class visit to the Civic Center.
- Coordinated Inland Empire Economic Forecast Luncheon, held on May 22nd .
- Continued ongoing Golf Tournament preparation.

LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

April 2003

CORRESPONDENCE AND INFORMATION INQUIRIES

Letter and Material Responses to Requests:	13
Faxes	57
E-Mails	6
Web Site Hits (Phil Jolley)	817
Information Inquiries by Telephone and Walk-Ins:	264+
Invoices:	66
Outbound calls for Golf Prizes	76
Other:	32

Membership:	
Renewal Acknowledgements	15
New Member Acknowledgements	5
Member Solicitation	0

Total Membership & Business Correspondence: 1,275+

Business Showcase Thank-You	25
Golf Mailing	906

TOTAL CORRESPONDENCE AND INQUIRIES: 2,282+

REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members.

Responded to inquiries from the public.

Handled routine office business.

Prepared May/June Newsletter

PARTICIPATION IN COMMITTEE AND OTHER ACTIVITY

Regular Meetings Held/Attended:

April 2nd, 9th, 16th, 23rd, 30th: Breakfast Network

April 10th: Executive Committee Meeting

April 10th: Board of Directors Meeting

April 1st & 16th: Ambassador Corps., and related meetings

Meeting notices to Board and Committee Members: 32

MISCELLANEOUS ACTIVITIES

- Leased a new Xerox copier and service
- Continued an ad solicitation mailing campaign to increase LL Report ad sales; sent direct mailer to potential advertisers.
- Worked on coordination of May 22nd luncheon seminar featuring Dr. John Husing's economic update for the Inland Empire.
- Met with membership committee on April 3rd
- to discuss membership committee progress and plans.
- Submitted quarterly city funding request for April 8 considerations. Funding was received on April 10th.
- Completed work on City Driving Tour map.
- Conducted 11th Annual Business Showcase on April 24th.

JUNE YTD 2003 VARIANCE REPORT

1/1/03 Through 6/30/03

Category Description	1/1/03 Actual	- Budget	6/30/03 Difference
INFLOWS			
I. AGAINST BAD DEBT	0.00	0.00	0.00
I. CHAMBER PUBL	3,313.35	2,500.00	813.35
I. COM. EVENTS	0.00	0.00	0.00
I. DONATIONS	0.00	0.00	0.00
I. INTEREST	52.06	96.00	-43.94
I. LL CITY RED.	24,000.00	24,000.00	0.00
I. MEMB. EVENTS	2,184.00	1,500.00	684.00
I. MISC. INCOME	286.57	240.00	46.57
I. NEW MEMBERS	3,215.00	3,000.00	215.00
I. NEWSLETTER	5,983.00	6,000.00	-17.00
I. RENEWALS	13,095.00	13,500.00	-405.00
I. S.E. BUS. PR	0.00	0.00	0.00
I. S.E. COM. LU	1,360.00	1,000.00	360.00
I. S.E. EXPO	6,715.00	7,000.00	-285.00
I. S.E. GOLF	17,893.00	12,500.00	5,393.00
I. S.E. INSTALL	11,559.00	8,900.00	2,659.00
I. S.E. PARADE	0.00	0.00	0.00
TOTAL INFLOWS	89,655.98	80,236.00	9,419.98
OUTFLOWS			
E. AUTO	655.00	498.00	-157.00
E. BAD DEBTS	0.00	150.00	150.00
E. COM. EVENTS	0.00	0.00	0.00
E. DEPRECIATION	402.00	402.00	0.00
E. DUES & SUB.	444.00	650.00	206.00
E. INSURANCE	1,750.87	2,000.00	249.13
E. MEMB. EVENTS	2,233.92	800.00	-1,433.92
E. MISC.	452.66	252.00	-200.66
E. NEWSLETTER	5,303.99	4,998.00	-305.99
E. OFFICE EQUIP	1,783.74	1,400.00	-383.74
E. OFFICE IMPROVEMENTS	0.00	0.00	0.00
E. OFFICE SUPPL	2,203.99	1,500.00	-703.99
E. OUTSIDE SERV	890.35	1,260.00	369.65
E. P.T. EMPLOY	0.00	0.00	0.00
E. POSSESS. TAX	260.51	250.00	-10.51
E. POSTAGE	1,594.07	1,500.00	-94.07
E. PROMO. P.R.	2,577.23	1,002.00	-1,575.23
E. PROMO. P.R. PHOTOS	0.00	0.00	0.00
E. RENT	4,177.32	4,176.00	-1.32
E. S.E. BUS. PR	0.00	0.00	0.00
E. S.E. COM. LU	2,593.06	2,500.00	-93.06
E. S.E. EXPO	4,194.19	4,000.00	-194.19
E. S.E. GOLF	8,072.96	6,000.00	-2,072.96
E. S.E. INSTALL	8,384.01	8,000.00	-384.01
E. S.E. PARADE	2,003.06	1,800.00	-203.06
E. SALARY & BEN	40,707.96	38,900.00	-1,807.96
E. TELEPHONE	623.45	750.00	126.55
E. TRAV. & EDUC	390.80	250.00	-140.80
Uncategorized Outflows	0.00	0.00	0.00
TOTAL OUTFLOWS	91,699.14	83,038.00	-8,661.14
OVERALL TOTAL	-2,043.16	-2,802.00	758.84

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING JUNE 2003**

	JUNE 03						JUNE 02						
Total Membership	208						216						
*Includes those on Delinquent List													
New Members (Year to Date)	17						23						
January 1	March 5	May	4	July 0	September 0	November 0	January 1	March 5	May	4	July 0	September 0	November 0
February 3	April 3	June	1	August 0	October 0	December 0	February 3	April 3	June	1	August 0	October 0	December 0
Membership Renewals (This Month)						15	16						
Total Income from Membership (This Month)						\$2445	\$2,690						
Renewals:	\$2,160.00												
New Members:	\$250.00												
One Time Fees:	\$35.00												
Delinquent Memberships (This Month)						3	3						
Cancelled/Dropped Members (Year to Date)						11	6						
January 4	March 2	May	1	July 0	September 0	November 0	January 4	March 2	May	1	July 0	September 0	November 0
February 1	April 2	June	1	August 0	October 0	December 0	February 1	April 2	June	1	August 0	October 0	December 0

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING MAY 2003**

	<u>MAY 03</u>		<u>MAY 02</u>	
Total Membership		212		214
*Includes those on Delinquent List				
New Members (Year to Date)		16		20
January 1 March 5 May 4 July 0 September 0 November 0				
February 3 April 3 June 0 August 0 October 0 December 0				
Membership Renewals (This Month)		14		9
Total Income from Membership (This Month)		\$2,540		\$1,780
Renewals: \$1,835.00				
New Members: \$600.00				
One Time Fees: \$105.00				
Delinquent Memberships (This Month)		7		5
Cancelled/Dropped Members (Year to Date)		10		4
January 4 March 2 May 1 July 0 September 0 November 0				
February 1 April 2 June 0 August 0 October 0 December 0				

**LOMA LINDA CHAMBER OF COMMERCE
MEMBERSHIP REPORT
MONTH ENDING APRIL 2003**

APRIL 03 APRIL 02

Total Membership												209						211
*Includes those on Delinquent List																		
New Members (Year to Date)												12						17
January 1 March 5 May 0 July 0 September 0 November 0																		
February 3 April 3 June 0 August 0 October 0 December 0																		
Membership Renewals (This Month)												19						13
Total Income from Membership (This Month)												\$3,870						\$2,340
Renewals: \$3,160.00																		
New Members: \$675.00																		
One Time Fees: \$35.00																		
Delinquent Memberships (This Month)												4						2
Cancelled/Dropped Members (Year to Date)												9						5
January 4 March 2 May 0 July 0 September 0 November 0																		
February 1 April 2 June 0 August 0 October 0 December 0																		